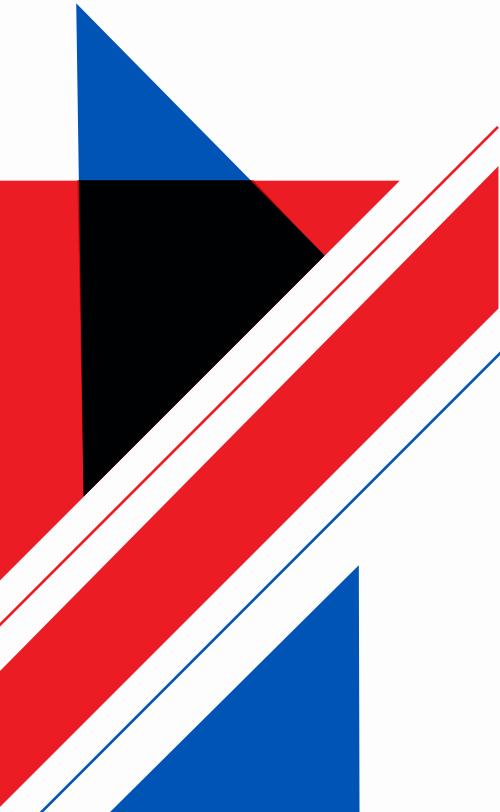


Empowering 10,000 ideas and Start-Up's

StartUpTM

S H I F T



An initiative of **Business MindTM**

StartUpShift is an initiative of BUSINESS MIND Magazine, targeting early stage entrepreneurs. The aim of the project is to empower 10,000 ideas and start-ups through knowledge, mentorship, linkages and training organized in partnership with various knowledge partners. This will accelerate their development into formal, growth stage businesses.

Start Up Shift, Campus Edition will be a monthly event in Kenya's leading universities and colleges, involving a panel of established entrepreneurs, business consultants, faculty and financial experts, who will guide the target audience on practical entrepreneurship and transition from school to corporate life.

On registration, students who wish to do a presentation of their business will register their business idea details and 8 ideas will be selected randomly for pitching, where the panelists will advise them on how to implement their ideas.

The judges will select the best 3 ideas who will then be given another 3 minutes of presentation and 3 minutes of questioning. The best idea will receive a StartUpShift Kit, comprising in cash and kind, to enable them convert their ideas into a business.

Our Partners



| Partnership Levels | Platinum | Gold | Silver | StartUp Kit |
|------------------------------|-----------|------------------|--------------|-------------|
| Partner Acknowledgement | Co - Host | Partnership with | Supported by | Kit Sponsor |
| Cost per Event (Ksh) | 100,000 | 50,000 | 20,000 | <20,000 |
| Naming Rights | ✓ | | | |
| 4 MC Endorsement | ✓ | ✓ | | |
| Panel Speaker (1 Person) | ✓ | ✓ | | |
| Stage Branding | ✓ | ✓ | | |
| Partner Slot (5 Minutes) | ✓ | ✓ | | |
| Exhibition stand / table | ✓ | ✓ | ✓ | |
| Posters + itinerary Branding | ✓ | ✓ | ✓ | ✓ |
| Material distribution | ✓ | ✓ | ✓ | ✓ |

Notes:

1. All costs are exclusive of VAT and any material costs.
2. MC Mentions: 4 brand mentions will be done by the MC, each 1 minute long.
3. The costs don't cover the costs of the stand. Recommended service providers will be provided.
4. All bookings must be accompanied by a local purchase order and signed space order.
5. 100 Posters will be put up for every event

74% of entrepreneurs surveyed expect to create jobs in 2014
"Accenture & G20 Youth Entrepreneurs Alliance 2014 Report .

"In Sub-Saharan Africa, paid employment opportunities are scarce and the vulnerable employment rate, at 77.4 per cent in 2013, remained the highest of all regions **"ILO Global Employment Report 2014**

"The SME sector is crucial to Africa's growth, contributing more than 45 per cent to employment and 33 per cent to Gross Domestic Product (GDP) **"OECD Research 2014**



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